

LEO BURNETT U.S.A.

A DIVISION OF LEO BURNETT COMMERCE, INC.

Ad No. 2212-A4 - (THEY'RE PLAYING A NEW TUNE) - Req. No. ML2727 - (7 x 10 inches)

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They're playing a new tune on Beale Street.

If you haven't jumped on the Merit bandwagon,
there's one sure way to get you to change your tune. Just try one.
You see, Merit delivers real, satisfying tobacco taste. Yet Merit has even less tar
than Winston Lights, Camel Lights, Vantage, and other leading lights.

The secret is Enriched Flavor.[™] Only Merit has it. So isn't it about
time you and Merit made beautiful music together?

Enriched Flavor,[™] low tar. A solution with Merit.



SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

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Kings: 8 mg "tar," 0.6 mg nicotine av. per cigarette by FTC method.



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